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July 10, 1989

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Advertising Age

Crain's International Newspaper of Marketing.

Crush fails to fit on P&G shelf

Why the master product marketer is calling it quits in soft drinks

As the 1980s dawned, Procter & Gamble Co. had its sights on two major new fields of interest—healthcare and soft drinks. Acquisitions soon put the giant marketer into both.

As the decade ends, the nation's medicine chests are full of such P&G home remedies as Vicks Formula 44, Pepto-Bismol and Chloraseptic. But its soft-drink operation, Crush International, is on the selling block. Why did the most renowned U.S. package-goods company fail in the rough-and-tumble world of soft-drink marketing?

By Patricia Winters

Emery Bodnar, a soft-drink bottler, remembers the day he decided to take Procter & Gamble to court.

The exclusive bottler of Crush in several south Texas markets was in his San Antonio office in early May when a P&G executive came to visit. The executive told him P&G's Crush International unit intended to sell Orange Crush and its sister flavors at the huge Wal-Mart Stores chain in his market, but there was a catch.

P&G, he said, was going to bypass the bottler and sell directly to the chain.

"I told [him] you can do it in court," said Mr. Bodnar, the general manager of Big Red Bottling Co. and four other bottling plants. "We had a legal contract."

Mr. Bodnar never sued because he didn't have to. On May 16, P&G announced it had retained Goldman, Sachs & Co. to sell Crush. The news confirmed longtime rumors that Crush and Hires root beer, the other key P&G soft drink, were drowning in a sea of colas.

Still, it came as a surprise to the Crush International staff, who'd discounted the persistent rumors and were conducting business as usual.

The company was about to introduce Crush Ground Zero, a short-term commemorative soft drink tied to the release of a new album by the rock group Animotion. And one source close to the company said the unit had developed and was hoping to introduce a Hires cola.

But apparently P&G already had determined its money would be better spent elsewhere.

What went wrong?

Crush International's U.S. market share—all flavors of Crush, Hires and Sun-drop lemon-lime—last month stood at just 0.8%, reported *Beverage Digest*, an industry newsletter. Nine years ago, when P&G bought the company, its share was 1.3%.

In interviews with industry analysts, competitors, bottlers, former P&G executives and sources close

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- **MasterCard, Visa finalize** their fourth-quarter ad plans—P. 12
- **U.S. toy marketers pin** hopes on super-fast cars—P. 25
- **Elvis' granddaughter wins** "Cover Story" queen award—P. 37

Bo-daciously Nike

Jackson touches many bases in TV spot

By MARCY MAGIERA

At Nike, they call it "Bolympics."

The newest execution of the year-old "Just do it" campaign places Nike superathlete presenter Bo Jackson in its own type of decathlon.

The 60-second spot from Wieden & Kennedy, Portland, Ore., breaks July 11 during Major League Baseball's all-star game. It also uses a host of Nike's star endorsers to comment on what Mr. Jackson can and can't do.

And he's not the only Bo. The commercial also features rock 'n' roll great Bo Diddley.

The spot opens with words on a black background: "Cross-Training by Bo Jackson. Music by Bo Diddley." It then alternates between shots of Mr. Diddley performing on the guitar, Mr. Jackson playing different sports and other athletes commenting on Mr. Jackson's ability.

For example, after Mr. Jackson tags a hard pitch, Los Angeles Dodger Kirk Gibson asserts, "Bo knows baseball."

Los Angeles Ram Jim Everett testifies, "Bo knows football," and Chicago Bull Michael Jordan agrees, "Bo knows basketball too."

John McEnroe is surprised: "Bo knows tennis?" Joan Benoit Samuelson is sure that "Bo knows running." Los Angeles King Wayne Gretzky sums up Bo's hockey ability in one word, "No."

The 7-Eleven Women's Cycling Team and the men of California's Muscle Beach say Bo knows cycling and weights, respectively.

In the last scene, Mr. Jackson screeches on the electric guitar until he gets a reaction from Mr. Diddley, who says: "Bo, you don't know diddley."

The commercial, also to run in

(Continued on Page 51)

Bo Jackson connects with the bat, and in several other sports, in Nike's new "Just do it" spot, breaking during baseball's all-star game.

July 10, 1989

Advertising Age®

Crain's International Newspaper of Marketing.

Last Minute News

Time Inc. exits women's titles

NEW YORK—Time Inc. said it will sell its 50% interest in Working Woman/McCall's Group, effectively ending the media giant's involvement in women's magazine publishing. Reginald Brack, president-ceo of Time Inc. Magazine Co., said the sale of Time's interest, valued at about $25 million, is "a done deal, ready to close." Time Inc. and entrepreneur Dale Lang formed the group in 1986. The group included the monthly *McCall's*, which will be sold to the New York Times Co. Magazine Group, and *Working Woman* and *Working Mother*. Mr. Lang wasn't available for comment, but sources said he plans to use the repurchase of interest in *Working Woman* and *Working Mother* as the foundation for a new company, Lang Communications. Separately, Mr. Lang owns the monthly business magazine *Success*.

Judge orders Wilkinson change

NEW YORK—Gillette on Friday was denied a preliminary injunction against Wilkinson Sword USA's TV spot that makes comparative ad claims

(Continued on Page 8)

Media bonanza seen with abortion ruling

By STEVEN W. COLFORD

The U.S. Supreme Court's new ruling on abortions could mean unprecedented levels of local issue advertising next year as pro- and anti-abortion forces battle to shape public opinion and state laws.

In all 50 states, voters will either face proposals to change existing abortion laws to reflect the Supreme Court's ruling, which allows states to restrict abortions, or elect candidates to public office.

These candidates for state or national offices are possible targets of paid media by pro- or anti-abortion groups.

An indication of the potential media spending on issue ads alone could be drawn from Michigan, where the state chapter of the National Right to Life last year spent more than $1 million for TV advertising that helped persuade voters there to ban state-funded abortions.

"In a lot of states now without set abortion laws, there will be tremendous media fights," said Cathy Farrell, president of Farrell Media, New York, the media buyer for President Bush's successful 1988 campaign. "It's a well-fought issue that is so emotional . . . It could be that groups on both sides will wage all-out media wars."

Some groups are already spending heavily on national campaigns. The National Abortion Rights Action League in March began a $2.5 million campaign, including a series of new TV spots scheduled to break late last week.

Many such organizations have reacted to the Supreme Court's decision with promises to pour money into campaigns targeting candidates or ballot issues.

Planned Parenthood this week planned to break an ad saying, "Five Supreme Court justices had their say on abortion. Now have yours."

Doug Gould, Planned Parenthood's VP-communications, said the ad from the Public Media Center, San Francisco, featured a coupon to mail elected officials.

"We've been advertising throughout the year, but will absolutely be doing

(Continued on Page 54)

Coors uncaps popular-price Keystone

By IRA TEINOWITZ

Adolph Coors Co., facing declines in its premium-price beers, will introduce its first contender in the popular-price segment.

Coors will introduce Keystone and Keystone Light beers nationally on Sept. 11.

The new Coors brand will challenge segment leaders Busch beer from Anheuser-Busch, Old Milwaukee from Stroh Brewery Co. and Milwaukee's Best from Miller Brewing Co.

The popular-price segment is one notch below the premium segment that includes Coors, Budweiser and Miller High Life.

Foote, Cone & Belding, Chicago, agency for Coors Light, has been given the $20 million-plus Keystone assignment. The brand wasn't market tested.

Brewing industry sources say Keystone is part of a renewed interest in new-product development by the nation's fourth-largest brewer.

Coors recently began testing a line of non-alcoholic, flavored sparkling waters (AA, Feb. 27) and is expected to join A-B, G. Heileman Brewing Co. and others in introducing a dry beer.

The company will market Keystone only in cans, but in cans with a difference. Coors will advertise Keystone as being available in specially lined cans that take away the metal taste of canned beers.

Coors attributes the Keystone introduction to a desire to offer its distributors a full line of products, complementing regular Coors, Coors Extra Gold and Coors Light at the premium level and Herman Joseph's at the superpremium end.

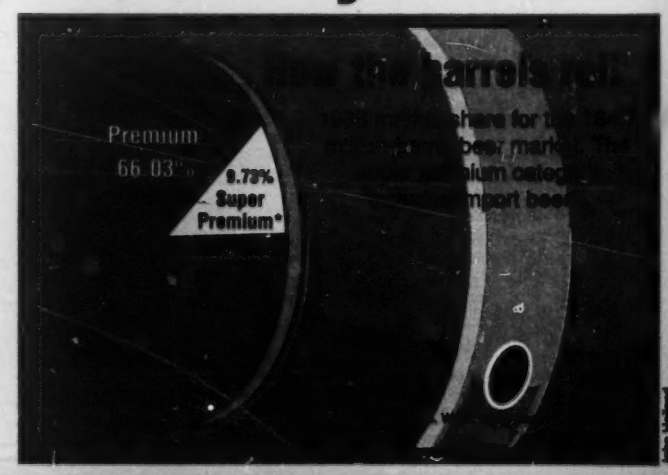
"Something we have been considering is that the U.S. beer industry will continue to consolidate and the main brewers left will be full-line brewers," said Rob Klugman, Coors VP-development international and marketing services.

Others point to increased competition and Coors' own declining overall market share.

"This is a move of a desperate brewer, not a constructive new-product brew," said Robert S. Weinberg, a beer analyst for R.S. Weinberg & Associates. "They are trying to utilize capacity."

Mr. Weinberg said the popular-

(Continued on Page 52)



John Holland

Newspapers may get military boost

By JANET MEYERS

WASHINGTON—Congress may order the Pentagon to look at spending more of its $200 million ad budget on newspapers.

The proposal, already approved by the House Armed Services Committee, is slated to be presented to the full House later this month.

The legislation would require the U.S. Department of Defense to justify how it divides its ad budget among the various media and analyze how increased newspaper ad spending would affect recruiting.

An Armed Services Committee staffer said the bill isn't expected to meet any opposition in the full House.

The legislation was initiated after a dozen state press associations passed resolutions urging that the Armed Forces spend more than the current $9.5 million, or about 5% of total ad dollars, in newspapers. The Defense Department last year spent 29.7% of its total budget on TV.

The legislation was proposed by Rep. Tommy Robinson (D., Ark.), an Armed Services Committee member who initially wanted to force the Pentagon to spend at least 25%—or about $50 million—in newspapers.

Defense ad policy officials lobbied against such a restrictive measure and now say they're satisfied with the proposal.

"We feel it's our job to keep our media mix under consideration all the time," said Maj. Dave Fredrikson, an advertising director for the department. "If Congress would like us to explain how we come up with the way we spend our budget, that's fine. It was the arbitrariness and restriction of the 25% proposal that we objected to."

But newspapers, particularly smaller community publications, say they're not getting their appropriate share of defense ad dollars, said David Simonson, exec VP of the National Newspaper Association, which represents smaller newspapers.

"If you look at the community newspapers, kids really devour and scour the pages for news of the local swim team, the football team," Mr. Simonson said. "This is the audience" the department wants.

"I know newspapers are not the easiest media buy to handle," he said. "But we feel the community press is a good vehicle that's been overlooked as a way to deliver this audience."

But the association may have trouble convincing the Pentagon.

"Our target audience is reading fewer and fewer newspapers," Maj. Fredrikson said. He noted a recent Simmons Media Research report for the American Newspaper Publishers Association showing youths are increasingly likely to get news from TV.

"Rather than increasing our newspaper budget, perhaps we should be looking for alternatives," he said.

A Rand Corp. report on the effectiveness of Army recruiting ads is likely to be the focus of the department study. That report concluded that newspaper and magazine advertising appeared to be more effective, at least in the short term, at producing enlistments, than TV and radio.

That theory hasn't enjoyed much popularity within the Army, however, because recruit advertisers believe Rand's statistics don't take into account broadcast media's residual effects on recruits.#

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Cover photo by Michael A. Marcotte

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ABP ABC BPA

Dairy industry aims to beat FDA on labels

By JANET MEYERS

The dairy industry, a major target of cholesterol-minded health groups, may launch its own nutrition labeling project before the U.S. Food & Drug Administration implements a cholesterol-labeling program, slated for later this year.

Such a pre-emptive strike by the industry, which spends $150 million annually to advertise cheese, butter and milk, would be the latest move by frustrated marketers eager to extol the healthful attributes of their foods.

That eagerness has been thwarted by the FDA. The agency has yet to promulgate the health claims guidelines for food it initiated nearly five years ago. Industry sources say the guidelines for companies regarding special characteristics that could be ascribed to food products are still a long way from release.

The dairy industry's thirst for using nutrition-based claims was outlined in a 56-page report commissioned by the Wisconsin Milk Marketing Board.

Known as the "Bridge Project," the report outlines 14 initiatives that state and national dairy groups might consider to prevent sales from going sour in the face of a nutritional backlash against fat and cholesterol.

Those initiatives include an umbrella ad campaign for all dairy foods that would focus on healthful attributes.

The groups are also encouraged to get involved in making nutritional labeling more meaningful to consumers and to help emphasize dairy products' positive nutritional values.

That could lead the National Dairy Promotion & Research Board to alter some of its campaigns to focus on nutritional benefits.

For example, "our calcium campaign is not juxtaposed against fat," said George De Jager, dairy board senior VP-marketing and advertising. "But the campaign shows there are benefits to dairy foods. It's a countersell."

The industry also wants to speed up research on low-fat or "light" dairy products. Several research groups are studying new low-fat and reduced-sodium cheeses, as well as cholesterol suppressors for some dairy products.

"Our calcium campaign is not juxtaposed against fat. But the campaign shows there are benefits to dairy foods. It's a countersell."

The dairy board's agencies are Grey Advertising, New York; DDB Needham Worldwide, Chicago; and McCann-Erickson Worldwide, San Francisco.

Other health groups—notably, the American Heart Association—are also moving ahead.

The association later this month will start a potentially controversial seal-of-approval program, called the "Consumer Health Information Program." The group plans to designate three or four food categories, then ask marketers of food products in those categories to submit their products for healthfulness testing.

Companies with products that win a heart association seal of approval then will be cleared to use that endorsement in advertising and labeling.

In the fall, the association plans to

(Continued on Page 54)

THIS IS THE LAST TIME YOU'LL SEE
Advertising Age
DETAILS NEXT WEEK

Magazines see red flag

Automakers push retail media

By RAYMOND SERAFIN

The magazine industry is jittery as auto marketers rethink their media strategies.

With the 1990 model year expected to produce more vehicles than prospective buyers, automakers more than ever may rely on retail-oriented advertising.

That means broadcast and newspapers, with their ability to quickly spread word of a new consumer incentive or other sales messages, could benefit at the expense of magazines, say automotive media directors and other observers.

The automakers' $700 million splurge in the network TV prime-time upfront market shows the importance being attached to having TV available for tactical moves. And when Nissan Motor Corp. USA dropped the remainder of its $35 million consumer print schedule for '89 models (AA, Feb. 13), it showed the extremes carmakers would go to in reacting to changing market conditions.

"We're all nervous. We don't know what will happen," said Charles Lee, automotive marketing manager for the Magazine Publishers of America.

One agency media director said Nissan's move "scared the pants off" magazine publishers.

"The vibes aren't good," a Detroit-based consumer magazine media rep said after initial meetings with media buyers on 1990 plans.

Automotive is the biggest category in magazine advertising, and it's critical to a wide range of newsweeklies, general-interest and specialty publications. Automotive spending in magazines hit $399.9 million in the first five months of 1989, up 7.76% from the same period in 1988, the Publishers Information Bureau reported.

The second-largest category was toiletries and cosmetics, at $263.2 million.

The MPA is working hard to stem any trend away from magazine buys. The association put together a study of 20 years of auto sales that showed sales and market share most often increased when magazines played a significant part in the media mix (AA, May 8).

MPA officials have been presenting the study in individual sessions with agency media directors and client ad managers.

But the study also can be looked upon as historical confirmation of publishers' fears: When sales decline, automakers forsake magazines.

"The moment we get into a tight market situation, Detroit loses its nerve," said one high-ranking agency official. "The industry doesn't understand the power of a brand."

The overriding factor driving a brutal fight for market share is what the industry refers to as "overcapacity"—the ability to build and import more cars and trucks than can be sold in the market.

Autofacts, a research company, predicts North American overcapacity will be about 2.2 million vehicles in the 1990 model year and will grow to about 2.5 million annually from 1991 through 1994.

"Overcapacity is likely to make people in the industry more short-term driven than they have been the past couple of years," said Bob Reuschle, senior VP-director of media for J Walter Thompson USA, Detroit, which handles Ford Motor Co.'s Ford Division. "It's very expensive to have cars backing up to the factory gate."

James Gagen, VP-associate media director

(Continued on Page 52)

TOP CONTRIBUTORS TO PRO-ADPAC

PRO-ADPAC's leading contributors as reported to the Federal Election Commission.

Philip H. Geier Jr., chairman, Interpublic Group of Cos.	$5,000
Ken Roman, chairman, Ogilvy Group.	$2,500
Norman Berry, former creative president, Ogilvy & Mather	$1,500
Burt Manning, chairman, J. Walter Thompson Co.	$1,000
John Bowen, chairman, D'Arcy Masius Benton & Bowles	$1,000
Hall Adams Jr., chairman, Leo Burnett Co.	$1,000
Richard O'Connor, vice chairman, Lintas:USA	$500
Eric Mower, president, EMA	$500
Chuck Peebler, ceo, Bozell	$500
Allen Rosenshine, chairman, BBDO Worldwide	$500
John O'Toole, president, American Association of Advertising Agencies	$500
David Hefter, chairman, Rapp Collins Marcoa	$500
Stuart Upson, co-chairman, Saatchi & Saatchi Advertising	$500
Richard Braddock, sector executive, Citicorp	$300
Ronald Perrella, president, Rapp Collins Marcoa	$250
Peter Husting, exec VP, Leo Burnett Co.	$250
Arthur Sperry, Sperry & Associates	$250
Peter Dow, president, Lintas:Campbell-Ewald	$250
Sheila Kelley Dore, senior VP, Doremus & Co.	$225

New industry ad PAC could escape limits

By STEVEN W. COLFORD

WASHINGTON—A political action committee quietly formed last year and bankrolled by some of the biggest names in advertising is expected to survive even if President Bush's anti-PAC proposal is approved this year.

President Bush wants to do away with PACs linked to unions, corporations and trade associations, but the Professionals in Advertising Political Action Committee is an independent PAC and could escape relatively unscathed.

The independent PAC, chaired by Philip H. Geier Jr., chairman-ceo of Interpublic Group of Cos., raised more than $25,000 for the 1988 elections. Mr. Geier was also the biggest contributor, giving $5,000, Federal Election Commission records show.

Although the president wants to limit campaign contributions by so-called independent PACs, White House officials say a reasonable campaign contribution limit of $2,500, or half the current allowable contribution, might be approved.

President Bush's proposal to ban trade association PACs could have a negative impact or even eliminate the political action committees of the American Advertising Federation and the dormant committee of the Association of National Advertisers.

PRO-ADPAC was set up because federal election-law restrictions made the independent PAC—with no official ties to an association, corporation or organization—more attractive, allowing for greater freedom in raising and contributing dollars.

The independent PRO-ADPAC evolved from a short-lived idea of the three industry associations to form a pan-industry PAC (AA, June 27).

Leaders of the trade groups sub-

(Continued on Page 56)

BDDP entering Asia; Ammirati sale drags

By PETER S. GREEN

PARIS—Bouncing back from defeat in last month's takeover battle for Boase Massimi Pollitt, BDDP Group is entering Southeast Asia with the acquisition of 20% of Batey Ads.

Singapore-based Batey has offices in Hong Kong and Kuala Lumpur, Malaysia, and owns 82% of Batey & Chan, Los Angeles.

BDDP Chairman Jean-Claude Boulet also said his agency is still interested in buying Ammirati & Puris, the New York shop owned by BMP and now up for sale by new parent Omnicom Group.

"We have indicated to Omnicom and Ammirati & Puris that we are interested. Now the ball is in their camp," he said. "We are not offering any specific price. We don't want to swap shares with Omnicom."

A senior Omnicom executive said BDDP had expressed interest but "we have no proposals from them on the table."

The executive said Omnicom isn't ready to discuss disposing of Ammirati & Puris.

"It will certainly be several weeks, if not months, before something happens," he said. "First you must get the bear before you can sell the fur."

Martin Puris, Ammirati & Puris

(Continued on Page 49)

Who's sponsoring?

A-B crimps Miller rock tour deal

By IRA TEINOWITZ

Miller Brewing Co. is learning the danger of taking only partial sponsorship of a rock group.

Its soon-to-be heavily advertised sponsorship of the Who's 25th anniversary tour is being encroached on by rival Anheuser-Busch.

Shortly after Miller announced its plans to sponsor the band's national tour (in addition to two Texas benefit concerts it earlier agreed to), A-B announced that it, too, is sponsoring the Who.

A-B's Budweiser sponsored the June 27 New York performance of the Who's rock opera, "Tommy," and will do the same Aug. 24 in Los Angeles. Both shows are in cooperation with the Rock & Roll Hall of Fame.

A-B will advertise its sponsorship in *Rolling Stone* and in TV spots, though officials last week were uncertain whether the TV would be network or regional. D'Arcy Masius Benton & Bowles, St. Louis, handles.

Miller, on the other hand, last week broke a network TV spot for Miller Genuine Draft promoting the 25th anniversary tour. It will also conduct a sweepstakes promotion tied to the more than 30 concerts.

Miller features the Who in commercials running in Texas for Miller Lite.

Backer Spielvogel Bates, New York, handles Genuine Draft and Miller Lite advertising; Gary M. Reynolds & Associates, Milwaukee, handles the promotion and point-of-purchase materials.

The Who's music, not the band, is featured in the TV spot. Miller is, however, featuring members of the Who in advertising that's part of its Texas-only campaign for Miller Lite that started June 27.

Also, band members will be featured in new Miller Lite spots promoting responsible drinking. Those spots break today and air only in Texas.

Miller was aware of the possibilities for confusion when it elected only to take on sponsorship of the Who tour, said Craig Connelly, manager of entertainment marketing. "We felt the tour sponsorship would give us a broad base of consumer support vs. just New York and Los Angeles," he said. "The Who is not our spokesman nor is it Anheuser-Busch's. We don't look at their sponsorship as diminishing our sponsorship across the country."

One stop on the Who's tour will be St. Louis, where Miller Genuine Draft will sponsor the group's concert in Busch Stadium. A-B owns that stadium, and it's filled with signage promoting A-B brands.#

World News Roundup

SYDNEY—Qantas Airways gave Mojo additional business in the U.K., Ireland, Europe and the Middle East, completing the 30-country network where Qantas flies. WCRS Mathews Marcantonio, London, previously handled those areas. Total account is estimated at $40 million.

GENEVA—The League of Red Cross Societies named Saatchi & Saatchi Advertising, London, to handle its estimated $15 million global account.

MADRID—McCann-Erickson Worldwide will open Universal de Medios, its first Spanish media-buying company, this fall.

LONDON—McCain Foods pulled its $4.8 million account from newly merged BMP DDB Needham because of a conflict with BMP's Unilever-owned Batchelors Foods account. DDB Needham handled McCain.

Tracy-Locke L.A. unit to chase film studios

By CLEVELAND HORTON

Tracy-Locke is going to the movies.

The agency's troubled Los Angeles office is splitting into two operations, one dedicated to traditional general advertising and a new division, Michel/Russo, acting as an entertainment and marketing agency.

Michel/Russo, quietly created in March, last week agreed to sell a minority interest to Tracy-Locke for an undisclosed sum.

Daniel Michel will keep his posts as president of both the Tracy-Locke branch office and the entertainment unit he formed. His partner, Howard Russo, currently is the only other employee of Michel/Russo.

Mr. Michel, 43, joined Tracy-Locke in March from Columbia Pictures, where he was marketing president for about one year (AA, March 27). He previously was exec VP-chief operating officer at BBDO Worldwide's Los Angeles office.

Mr. Russo, 48, worked with Mr. Michel at Columbia as senior VP-creative advertising and at BBDO as creative chief on entertainment accounts.

The move is designed to tap the trend of the major studios to adopt more sophisticated approaches to marketing movies.

Meanwhile, Tracy-Locke has promoted Kenneth Gal, 33, to exec VP-general manager, from senior VP-management representative, to relieve Mr. Michel of the day-to-day responsibilities at the agency.

While the dual effort is designed to strengthen Tracy-Locke's position in southern California, it can't replace the billings the agency lost when Taco Bell pulled its $75 million corporate account (AA, May 1).

Mr. Michel said, however, that Michel/Russo should be able to steer business to the general agency.

Michel/Russo will still be able to promote itself as a full-service entertainment and marketing company, one able to draw on Tracy-Locke for services such as research, publicity, and media planning and buying, he added.

The move is designed to tap the trend of the major studios to adopt more sophisticated approaches to marketing movies. Several Los Angeles agencies have set up separate entertainment divisions.

Mr. Michel called his new enterprise a "creative and marketing boutique," backed up by the regional network of Tracy-Locke branches. The agency's Atlanta office currently buys regional media for three studios: Columbia, Universal Pictures and Orion Pictures.

(Unlike most ad agency clients, movie studios are less stringent about seeming client conflicts.)

Mr. Michel added that Michel/Russo will also target home video companies, TV production houses, the recording industry and theme parks.#

First perk

D'Arcy rolls new ad for Maxwell House

By JON LAFAYETTE and JUDANN DAGNOLI

General Foods USA on July 12 airs the first TV spot for Maxwell House coffee from D'Arcy Masius Benton & Bowles, New York.

The new commercial is for Maxwell House Colombian Supreme coffee, a line extension that went into national distribution earlier this year. It had been assigned to Ogilvy & Mather, which lost the entire $50 million account to D'Arcy in May, but none of O&M's advertising has run.

Controversial Maxwell House spokesmen-newscasters Linda Ellerbee and Willard Scott don't appear in the new advertising; nor is the brand's well-known percolator music heard.

The commercial focuses on "the quality of the Colombian beans and the expertise of Maxwell House," said a company spokesman.

The Colombian Supreme spot doesn't indicate the creative direction the agency will take when it develops a campaign for the flagship brand, agency sources said. But it does "hint at the strategic direction we're headed," a source said.

A campaign for the basic product isn't expected until late summer.

Colombian Supreme is a more upscale product that General Foods hopes it can sell at higher margins than its regular blend. But it will be lower priced than other coffees using the expensive Colombian beans.

Last year, General Foods rolled out another pricey line extension, Maxwell House Rich French Roast. By introducing upscale products, the company believes it can boost the image of the sagging Maxwell House franchise.

Maxwell House's image has been tarnished in recent years by heavy promotional dealing, a reformulation that lowered the quality of its coffee and a $17.5 million drop in ad spending in 1987.

Maxwell House's share of the $4.8 billion coffee market has been steadily declining since 1985.

The company's share was 34% last year, down from 39% three years earlier.#

Autos

(Continued from Page 3)

on the Pontiac account at D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., said it appears TV is already capturing a higher percentage of automotive ad dollars during the 1989 model year.

"In a world of consumer incentives, TV becomes more important because you can do a fast turnaround," he said.

Another automotive media director, who asked not to be identified, said magazines at best are holding their own during 1989, as a percentage of auto spending.

"I think [the percentage] will go down next year, which is pretty much evidenced by the big spending in the upfront markets," he said.

The MPA study found magazines accounted for about $800 million, or 26%, of total ad spending by automakers. Magazines' percentage of category ad spending has fallen every year since 1983, when the figure was 30.9%.

A Nissan spokesman said his company is awaiting the media recommendation from agency Chiat/Day, to be completed in the next few weeks.

He said the company is keeping its options open regarding magazine advertising, but expects its commitment will be "more limited than last year."

Not all the factors are so bleak for magazines, however.

The balkanization of the industry —more than three dozen car and light-duty truck nameplates now compete in the U.S.—has made niche marketing an irreversible part of automotive strategy. Magazines, with their ability to target narrowly, have great appeal in trying to sell a growing number of specialty, low-volume models.

Tom Healey, director of media and advertising services for J D Power & Associates, an auto marketing consultancy, predicted differing needs will drive marketers to varied media strategies.

"Nissan was not necessarily a bellwether," he said. "Between now and 1992, there will be enormous amounts of new-product launches," and launches tend to use all media because of the need to build an image.

The biggest-impact launches this fall will be Toyota Motor Sales USA's Lexus division and Nissan's Infiniti division, both with luxury-performance models.

Next year, General Motors Corp.'s Saturn subsidiary will enter the fray.

The three new units combined will pump at least $200 million more a year into auto advertising.

Mr. Healey also said the price increases in network TV time, caused by the biggest automakers competing vigorously in the upfront market, may cause smaller car marketers to shift money away from TV.

"It's not that they'll be locked out," he said, "but they might find out that what's left is so pricey, they'll want to look elsewhere."

Not all magazines are affected equally by marketplace changes. "The incentive wars have been gravy for . . . the fast-close newsweeklies," said one media director.

While it appears that GM is prepared to spend big in hopes of recapturing share in 1990, Ford and Chrysler Motors are believed to be leaning toward limited budget increases to try to protect their profit margins in a lackluster market.

Auto marketers also are putting more of their ad budgets into dealer co-op efforts, which so far has favored spot TV.

JWT's Mr. Reuschle said the magazine industry should make an effort to improve its image with dealers, because dealers have a big impact on how the factories allocate their money.

"Dealers in general are not as in love with magazines as they are with TV," he said. "Magazines should look for a positive way of merchandising themselves to dealers, so they would be more appreciative of the value of magazine advertising."#

Cleveland Horton in Los Angeles contributed to this story.

Coors

(Continued from Page 1)

price segment decreased last year to 24.2% of the 185 million barrels of beer sold in the U.S., from 25.4% in 1987. By contrast the premium segment last year accounted for 66%, up from 64.5%.

Coors has acknowledged its shipments slipped 5.5% to 3.1 million barrels in the first quarter, mainly because of slowing beer sales in western states, the company's home territory.

A-B last year expanded Busch beer into many of those western markets and that could be hurting Coors. Busch is now sold in 41 states and may be available nationally in 1991.

Busch Light draft is in test now in Missouri, southern Illinois and Texas (AA, April 17).

Coors' Mr. Klugman denied the brewer is worried about Busch and said Keystone is more directly aimed at Milwaukee's Best and Old Milwaukee, generally priced below Busch.

Manny Goldman, beverage analyst for PaineWebber, said Coors sales this year are down 3% to 5% overall after gaining 5% to 16.5 million barrels last year.

Mr. Goldman said Coors' entrance into the popular-price market is overdue.

"Part of the business is popular-price beers," he said. "Coors won't live or die by Keystone or Keystone Light, but they have to have their bases covered."#

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By Bob Garfield

Ad Review

Prudential believes in 'Happy endings'

(Rating: ★ ★ ★)

"Say," Jack Carson and his 1930s character-actor cohorts used to say (because apparently in the '30s everybody would say "say" before saying anything), "what's the big idea?"

Say, maybe he was asking about advertising.

In the intervening years, we've seen big ideas executed to perfection, the Apple Computer "1984" commercial being a classic example. We've seen big ideas executed poorly, such as the James Bond-themed spots for the Sterling motorcar. And, of course, we've seen many thousands of mediocre ideas materialize in mediocre productions.

But what are we to make of a not-particularly-big idea that is blessed with a breathtaking production? This is the case with Prudential's "Happy endings" commercials, the latest of which takes the campaign's labored premise and honors it with one of the most remarkable displays of cinematic virtuosity in the history of advertising.

The spot, called "Night Club," mimics every element of a contrived '30s musical romance flick (except Jack Carson), and is very nearly perfection.

The setting is a Stork Clublike night spot, with a lonesome blond singer onstage. As she begins crooning a song "Eddie Boyle and I made famous a long time ago," in barges Eddie himself. "I'm late, five years late," he declares wistfully, heading for the stage. The maitre d' tries to stop him, but the owner intercedes. "Put a lid on it," the boss tells the employee, and Eddie joins his true love for their famous duet.

I have everything . . . all my dreams come true/You in my arms . . . stocks and bonds, and a home for two.

Here the voice-over kicks in: "In the movies it's easy to make dreams come true, and end up with a bright financial future, peace of mind and the home of your dreams. In the real world, you need rock-solid investment advice [a color shot appears of the Prudential-Bache Securities logo], the right protection for your family [Prudential insurance logo] and expert help when you're buying or selling a home [Prudential real estate logo]. So for your family's dreams, come to the companies of the Prudential and build your future on the rock."

Then, back in b&w amid a dance number, the screen fills with "The End" in florid script. Thus ends the straight-faced send-up, more homage than parody, all hilariously precise. New York-based Backer Spielvogel Bates creatives Bill Backer, Helio Gonzalez, Howard Benson, Chris Grabenstein—along with producer Lisa D'Andrea and director Steve Horn—spared no detail in replicating the Depression-era fantasy.

Strategically speaking, this Prudential spot, from Backer Spielvogel Bates, has major flaws. But the brilliant execution covers a multitude of sins.

From the goofy expression on the bandleader's face, to Eddie's brisk "Hiya, Charlie" greeting, to the glycerin-teary eyes of the singers, the whole thing might have come off a dusty archive shelf at MGM.

Eddie is a baritone—not a tenor—and that's the only thing about the spot remotely unfaithful to the corny real thing. The lighting, acting, sound, props, dialogue, camera angles, dramatic conventions and makeup are perfect replicas of the stuff we see at 3 a.m. on Channel 67.

The question is: What's the point? All of "Night Club" 's magnificence is a means for delivering a somewhat obtuse and none too compelling message. Forgetting for a moment the so-called "vampire video" phenomenon, wherein entertaining creative work can supposedly distract the viewer from the advertising message, the notion of "life isn't like the movies" is a dull commonplace.

It's as if America's greatest technological resources had been devoted, along with a blank check and patriotic resolve of the most powerful nation on Earth, to develop the means, within a span of 15 short years, to put a man on the surface of Finland. Who cares?

The impact is further blunted by the pan-Prudential aspects of the campaign. The "Happy endings" theme is a bit obvious for an insurance commercial; for a financial-services ad it's almost nonsensical. The idea, I suppose, is to achieve marketing economies of scale while reinforcing the Pru's emergence as a total financial powerhouse. But it just doesn't scan.

Real estate, insurance sales and securities are all very different kinds of businesses. There's certainly no one-stop shopping for them; you can't buy whole life from a Prudential real estate salesman, and you can't buy land from the Pru-Bache broker.

There's merit, perhaps, in the idea of positioning Prudential as the only brand to trust for all your financial needs, but this campaign doesn't really make the point. The concepts of longevity and security—as symbolized by the famous rock of Gibraltar emblem—are all but absent.

On the other hand, genius covers a multitude of sins.

So captivating is the mimickry that viewers will scrutinize each deliciously accurate detail. The cinemagic that may at first cause the viewer to tune out the voice-over message—the dread vampire video effect—with repeated exposures might actually compel viewers to *scrutinize* the message, lame though it may be.

And there is the advantage of being part of a continuing campaign. Previous "Happy endings" commercials, while not quite as delightful, have accustomed audiences to the premise. The visual style having been established, each subsequent execution should be not only better understood but better appreciated. Anticipated even. So the whole can exceed the sum of its parts.

Say, maybe that's what they mean by "Happy endings."#

The rating system uses four stars to represent excellent, three for notable, two for mediocre and one for pathetic.

PRO-ADPAC may survive Bush plan

(Continued from Page 3)

sequently discarded the idea, but some of the individuals involved went ahead with the independent PAC.

"Our hope is that this committee would become a significant force for our industry," said Howard Bell, American Advertising Federation president and a trustee of PRO-ADPAC.

"Anything we can do to increase our clout in Washington is desirable."

Mr. Bell said the intent is for PRO-ADPAC to grow and for its contributions—and its influence—to increase and be specifically targeted.

Although its $25,455 war chest of last year was unprecedented for the ad industry, which previously had only a single active political action committee, it pales in comparison with some of the major PACs.

For example, the biggest-spending independent PAC of 1988, the National Security Political Action Committee, raised and doled out more than $10 million. Most of that supported President Bush, and included a TV ad campaign featuring a photograph of convicted murderer Willie Horton.

PRO-ADPAC "was developed in midcampaign," Mr. Bell said, "so it really wasn't able to function on a full scale. But I'd say it is quite likely that it will spend more in the presidential and congressional campaigns of the coming years than it did in its organizational year.

"We're talking not about millions of dollars—this isn't like the American Medical Association PAC or the auto or steel industries—but a reasonable amount of dollars . . . to help those who help our industry."

PRO-ADPAC's statement of organization is dated July 18, 1988.

Its contributions to candidates last year totaled $5,100, and operating expenses amounted to $1,430, leaving the PAC with a yearend balance of $18,925, FEC records show.

> *"Our hope is that this committee would become a significant force for our industry. Anything we can do to increase our clout in Washington is desirable."*

The politicians that got the largest PRO-ADPAC contributions—$1,000 apiece—were Sen. John Danforth (R., Mo.), the ranking Republican on the Senate Commerce Committee; Rep. Thomas Luken (D., Ohio), chairman of the House Commerce subcommittee that handles many ad-related issues; and Rep. Thomas Foley (D., Wash.), the House majority leader.

PRO-ADPAC also contributed to the campaigns of five incumbents serving on the House Commerce Committee: $600 to Tom Tauke (R., Iowa); $500 to Jerry Sikorski (D., Minn.); $400 to Billy Tauzin (D., La.); and $300 each to Ralph Hall (D., Texas) and Al Swift (D., Wash.).

Deciding which candidates will get money is up to PRO-ADPAC trustees and its treasurer, AAF Senior VP Wally Snyder. But Mr. Bell was candid in describing the qualifications of potential beneficiaries:

"Basically, we're talking about people who need support for their re-election and who are key players on issues that impact advertising, whether through regulation of it or otherwise. It's people who we believe are or will be our friends on advertising-related issues if they have the ability to take a position on those issues."

The list of PRO-ADPAC contributors is a virtual who's who of advertising *(see chart on Page 3)*.

Besides Mr. Geier, other leading contributors included Ken Roman, chairman-ceo, Ogilvy Group ($2,500); Norman Berry, formerly creative president, Ogilvy & Mather Worldwide ($1,500); Burt Manning, chairman, J. Walter Thompson Co. ($1,000); John Bowen, chairman, D'Arcy Masius Benton & Bowles ($1,000); and Hall Adams Jr., chairman, Leo Burnett Co. ($1,000).

Many of those contributors also sit on PRO-ADPAC's trustees committee. Among the trustees are Reginald Brack Jr., exec VP, Time Inc.; Timm Crull, president, Carnation Co.; Melvin Goodes, president, Warner-Lambert Co.; H. John Greeniaus, president, Nabisco Brands; DeWitt Helm Jr., president, Association of National Advertisers; Daniel Jaffe, senior VP, ANA; Alexander Kroll, chairman, Young & Rubicam; Leonard Matthews, former president of the American Association of Advertising Agencies; John McGillicuddy, chairman, Manufacturers Hanover Corp.; current Four A's President John O'Toole; Ogilvy's Mr. Roman; Allen Rosenshine, chairman-ceo, BBDO Worldwide; J. Philip Samper, vice chairman, Eastman Kodak Co.; and Robert Wright, president, NBC.

The AAF's Messrs. Bell and Snyder apparently took the lead in forming PRO-ADPAC. The AAF's political action committee, called ADPAC, refunded $2,300 in contributions to six individuals, and the same six contributed identical amounts to PRO-ADPAC, FEC records show.

The future of ADPAC—which in 1987 and 1988 reported contributions of $300 to Rep. Sikorski; $1,000 to Sen. Daniel P. Moynihan (D., N.Y.), a member of the tax-writing Senate Finance Committee; and Rep. John Dingell (D., Mich.), chairman of the House Commerce Committee—is unaffected, Mr. Bell said.

"There are association-related issues rather than advertising issues," Mr. Bell said, "and AAF's PAC can contribute on those issues."

ADPAC ended 1988 with $711, FEC records show.#

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